

## Application of a matrix of BKG in an assessment of a market line item of the company

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### Abstract

© Medwell Journals, 2017. In study development of approach to carrying out the portfolio analysis in an assessment of a market line item of the company allowing to expand analytical ensuring adoption of strategic decisions for the account of an external environment of the company reveals. Development of the portfolio analysis was carried out from a line item of a priority of strategic reference points of management as necessary condition of implementation of effective production business activities of the entities in modern conditions. Application of the portfolio analysis assumes an assessment and the analysis of external and internal environment of the entity and also use of analytical methods in implementation process of strategy in single system of indicators that is necessary in case of adoption of the strategic decision and touches on issues of integration of traditional methods of management into single process of strategic management. Matrix of BKG (BCG Matrix) the tool of the strategic portfolio analysis of a market position of goods, the companies and divisions proceeding from their market growth and the occupied share in the market. Such tool as a matrix of BKG finds broad application both in management and in marketing and in other spheres of economy now (and not only).

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### Keywords

Business, Competitiveness, Development, Entity, Industry, Strategic analysis, Strategy

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